LIST OF INVITED SPEAKERS

Dr Suchi Dubey
Associate Professor,
School of Business, Manipal University, Dubai

Professor (Dr.) Bharat Raj Singh
Director-General -Technical
School of Management Sciences, Lucknow.

Dr. Satya Bhushan Verma
HoD, Computer Science and Engineering
Shri Ramswaroop Memorial University, Barabanki

PROGRAM SCHEDULE

Day 1, 4 March 2024	
10:00 AM- 10:30 AM	Inaugural Session
10:30 AM –11:30 AM	Speaker 1
11:30 AM – 12:30 PM	Break
12:30 PM – 02:30 PM	Technical Session
Day 2, 5 March 2024	
10:00 AM- 11:00 AM	Speaker 1
11:00 AM –12:00 PM	Break
12:00 PM – 2:00 PM	Technical Session
Day 3, 6 March 2024	
10:00 AM- 11:00 AM	Speaker 1
11:00 AM –12:00 PM	Break
12:00 PM – 02:00 PM	Technical Session
02:00 PM – 02:30 PM	Valedictory Session

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Lucknow Public College of Professional Studies
Vinamra Khand, Gomtinagar, Lucknow

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Associate Professor and HOD
(Department of Computer Science)
Mob: 9453302061

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(Department of Management)
Dr. Taru Gupta
(Department of Management)
Mr. Mohit Kumar Maurya
(Department of Commerce)

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OF PROFESSIONAL STUDIES

THREE DAYS
INTERNATIONAL CONFERENCE
ON
INTELLECTUAL PROPERTY AND
TECHNOLOGICAL INNOVATIONS
IC-IPTI (2024)

Organized by
Internal Quality Assurance Cell (IQAC)
LUCKNOW PUBLIC COLLEGE OF
PROFESSIONAL STUDIES
(LPCPS)
(Affiliated to University of Lucknow,
Lucknow, U.P., India)
Vinamra Khand, (Near Kathauta Lake) Gomti
Nagar, Lucknow

Date: March 4-6, 2024
Time: 10:00 AM onwards

REPORT

On THREE DAYS INTERNATIONAL CONFERENCE ON INTELLECTUAL PROPERTY AND TECHNOLOGICAL INNOVATIONS

IC-IPTI (2024)

Date: March 4-6, 2024 Time: 10:00 AM onwards

The Theme of **INTERNATIONAL CONFERENCE ON INTELLECTUAL PROPERTY AND TECHNOLOGICAL ADVANCEMENT** is to explore the intricate intersection of intellectual property rights and the dynamic landscape of technological advancements. The aim of the International Conference on IP and Technological Innovations is to raise awareness about the importance of protecting intellectual property. This heightened awareness is essential for fostering a culture of innovation, as individuals and organizations become more conscious of the value associated with their intellectual creations.

This Conference serves as a platform for knowledge exchange among industry professionals, legal experts, and innovators. This facilitates the dissemination of the latest advancements and best practices in protecting intellectual property rights. Key discussions will include emerging challenges, regulatory frameworks, and strategic approaches to foster innovation while ensuring the protection of intellectual property in an evolving technological landscape.

Objective of the conference:

- To explore the intricate intersection of intellectual property rights and the dynamic landscape of technological advancements Cultivating Emotional Resilience.
- To raise awareness about the importance of protecting intellectual property.
- To spread awareness for fostering a culture of innovation Nurturing Healthy and Fulfilling Relationships.
- To provide a platform for knowledge exchange among industry professionals, legal experts, and innovators tools for Managing Stress and Finding Inner Peace.

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Dean Academics, LPCPS

Co-Convener
Dr. Anand Kumar Rai Associate Professor and HOD (Department of Computer Science) Mob: 9453302061

Organizing Secretary
Dr. Karuna Shankar Awasthi (Department of Computer Science)

Dr. Abhay Shanker Pandey (Department of Science)

Ms. Saloni Agrawal (Department of Management)

Joint Secretary

Ms. Rashmi Sachan

(Department of Commerce)

Organizing Committee

Ms. Gaurvi Shukla

(Department of Computer Science)

Ms. Priyanka Singh (Department of Arts)

Ms. Sweety Jain (Department of Commerce)

Mr. Rahul Singh (Department of Commerce)

Mr. Akhileshwaro Nath (Department of Management)

Dr. Taru Gupta (Department of Management)

Mr. Mohit Kumar Maurya (Department of Commerce)

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HoD, Computer Science and Engineering

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02:00 PM – 02:30 PM	Valedictory Session

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DAY 1 (4th March 2024)

Dr. Bharat Raj Singh told that intellectual property rights is any and all rights associated with intangible assets owned by a person or company and protected against use without consent. Intangible assets refer to non-physical property, including the right of ownership in intellectual property. There are four main types of intellectual property rights, including patents, trademarks, copyrights, and trade secrets. Owners of intellectual property frequently use more than one of these types of intellectual property law to protect the same intangible assets.

Lucknow, Uttar Pradesh, India
V27J+264, 3/11, Vinamra Khand, Gomti Nagar, Lucknow, Uttar Pradesh
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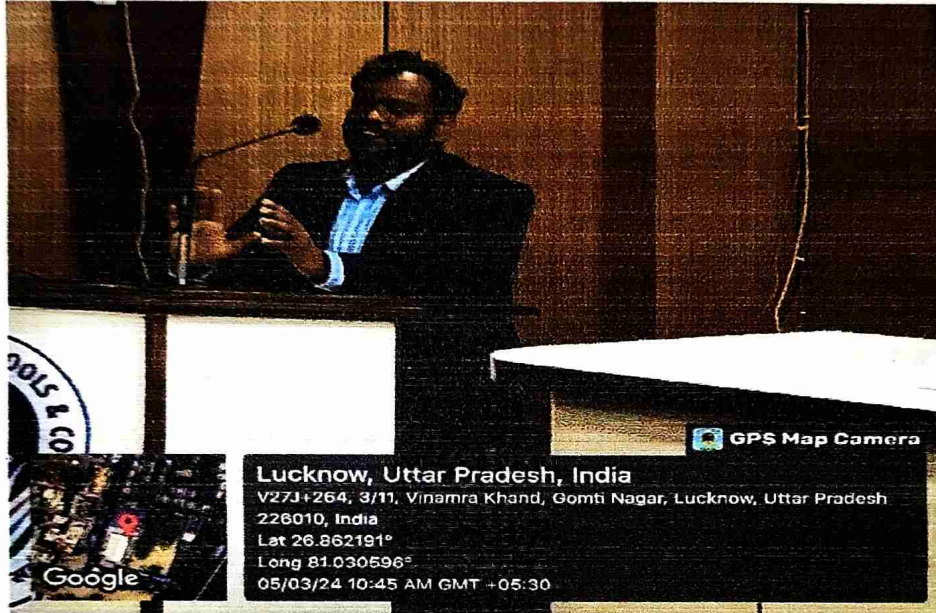Vinamra Khand, Gomtinagar, Lucknow

Ms. Rashmi Sachan present her Study on Awareness, Influence & Solutions of Online Counterfeit Market among Youngsters she told According to the 2022 IP Youth Scoreboard, released by the European Union Intellectual Property Office (EUIPO) in June 2022, the intentional access to counterfeit products or pirated digital content has increased. The main objective of the study, carried out by the EUIPO, is to understand the perceptions of young people in EU member states regarding intellectual property rights in the digital field. The first edition occurred in 2016 and it is possible to identify changes in the perceptions of online consumers since then, mainly after the COVID-19 pandemic, when online purchasing increased.

Anshika Baijal has presented her paper, her topic was "Beyond the Binary: Rethinking of Mental Health Support for Employment Contenders" She critically examine three propositions that are widely (but not universally) accepted in the gender and mental health literature. First, women and men have similar or equal rates of overall psychopathology. Second, affective disorders like anxiety and depression, which are more common among women, and behavioral disorders like substance abuse and antisocial personality, which are more common among men, are functionally equivalent indicators of misery. Finally, women are more likely to respond to stressful conditions with affective disorders while men are more likely to respond to stressful conditions with behavioral disorders.
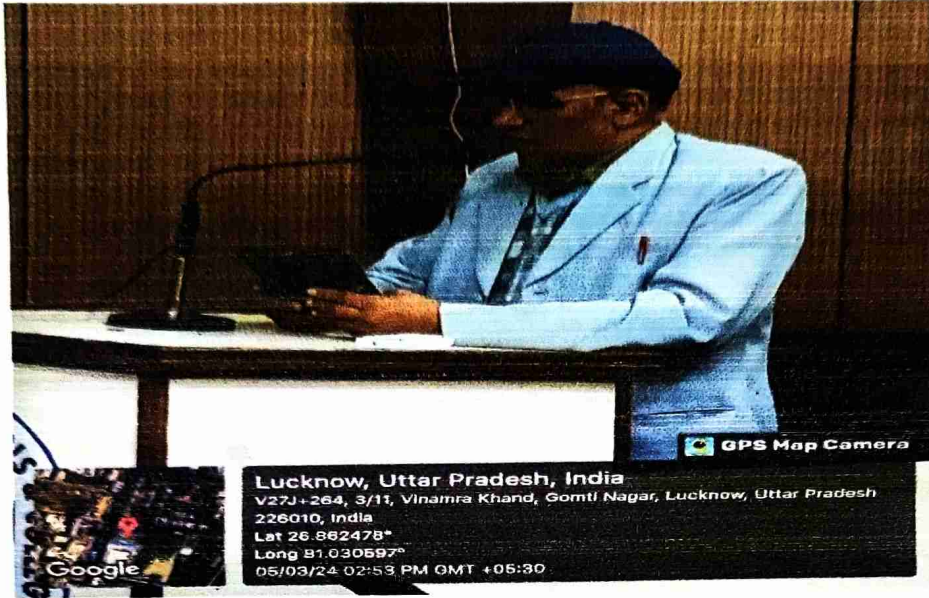
DAY 2 (5th March 2024)

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Dr. Satya Bhushan Verma 's Topic was " **INTERNET OF THINGS**," he told that The internet of things, or IoT, is a network of interrelated devices that connect and exchange data with other IoT devices and the cloud. IoT devices are typically embedded with technology such as sensors and software and can include mechanical and digital machines and consumer objects. Increasingly, organizations in a variety of industries are using IoT to operate more efficiently, deliver enhanced customer service, improve decision-making and increase the value of the business. IoT devices share the sensor data they collect by connecting to an IoT gateway, which acts as a central hub where IoT devices can send data. Before the data is shared, it can also be sent to an edge device where that data is analyzed locally. Analyzing data locally reduces the volume of data sent to the cloud, which minimizes bandwidth consumption. Sometimes, these devices communicate with other related devices and act on the information they get from one another. The devices do most of the work without human intervention, although people can interact with the devices -- for example, to set them up, give them instructions or access the data.

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Dr. Anand Kumar Rai told that **Cyber Security Breaches through AI** Artificial intelligence (AI) has been enhancing cyber security tools for years. For example, machine learning tools have made network security, anti-malware, and fraud-detection software more potent by finding anomalies much faster than human beings. However, AI has also posed a risk to cyber security. Brute force, denial of service (DoS), and social engineering attacks are just some examples of threats utilizing AI.The risks of artificial intelligence to cyber security are expected to increase rapidly with AI tools becoming cheaper and more accessible. For example, you can trick ChatGPT into writing malicious code or a letter from Elon Musk requesting donations,You can also use a number of deepfake tools to create surprisingly convincing fake audio tracks or video clips with very little training data. There are also growing privacy concerns as more users grow comfortable sharing sensitive information with AI.

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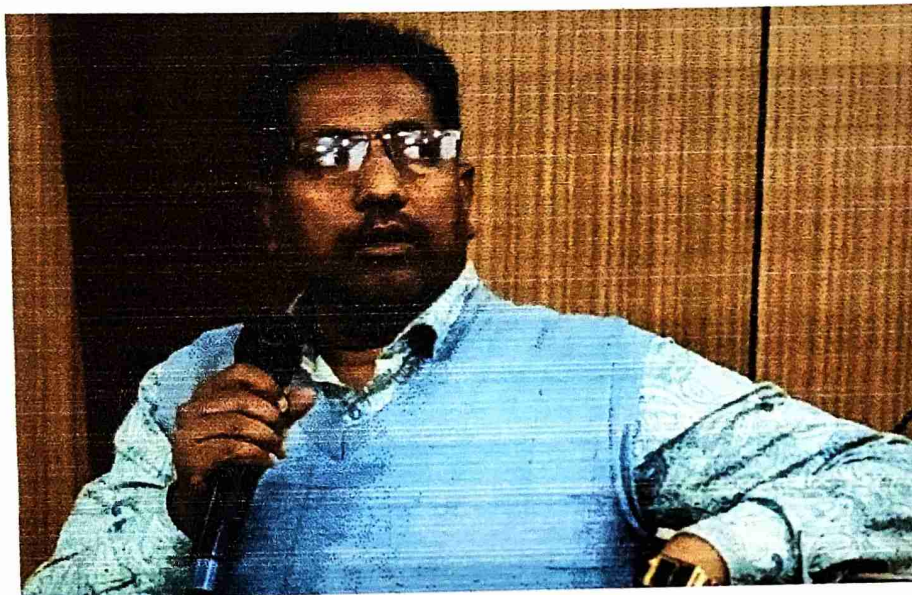Vinamra Khand, Gomtinagar, Lucknow

Mr. Akhileshwaro Nath has presented his paper on **A study on the Digital Transformation of Financial Services and Fintech** he said that By creating a decision-making mechanism that relies on data as the basis for decisions, fintech is accelerating the change in the financial sector. The financial markets have faced numerous possibilities and problems due to their continuing rise. Fintech is a broad term that can refer to anything from straightforward mobile payment apps to intricate blockchain networks that process cryptocurrency transactions. This paper reviews the literature on the continuous development of fintech and investigates how it is altering financial markets by gathering pertinent data for in-depth study. It has been discovered that fintech is a two-edged sword for the financial markets. Many sectors now have access to comprehensive and up-to-date decision support information due to its development and utilization. But at the same time, traditional financial services are replaced by new technologies such as the Internet, and the complexity and risk brought about by fintech will also manifest itself.

Dr. Nidhi Soni has presented her paper on **Circular Economy Strategies for Water Conservation: A Comprehensive Analysis.** she told that As cities grow, so do urban water challenges. It is estimated that the urban population worldwide will nearly double by 2050 — an increase that has serious implications for water demand in cities. Urban water demand is expected to rise to 30 percent of the total global demand compared to the present levels of 15–20 percent. The rise of urban water use will also lead to more wastewater and water pollution. Climate change further exacerbates pre-existing water stresses and is already having a measurable effect on the urban water cycle, altering the amount, distribution, timing, and quality of available water. One of the biggest risks facing many cities in the developing world is water insecurity. Jennifer Sara, Global Director of the Water Practice at the World Bank says that "urban water scarcity remains a common reality. A 50 percent increase in urban water demands is anticipated within the next 30 years. Scaling up water reuse in cities is an enormous economic opportunity — it can provide a reliable water source for industrial and agricultural uses, often at lower investment costs and with lower energy use. Treatment of wastewater coupled with effluent reuse also has important direct
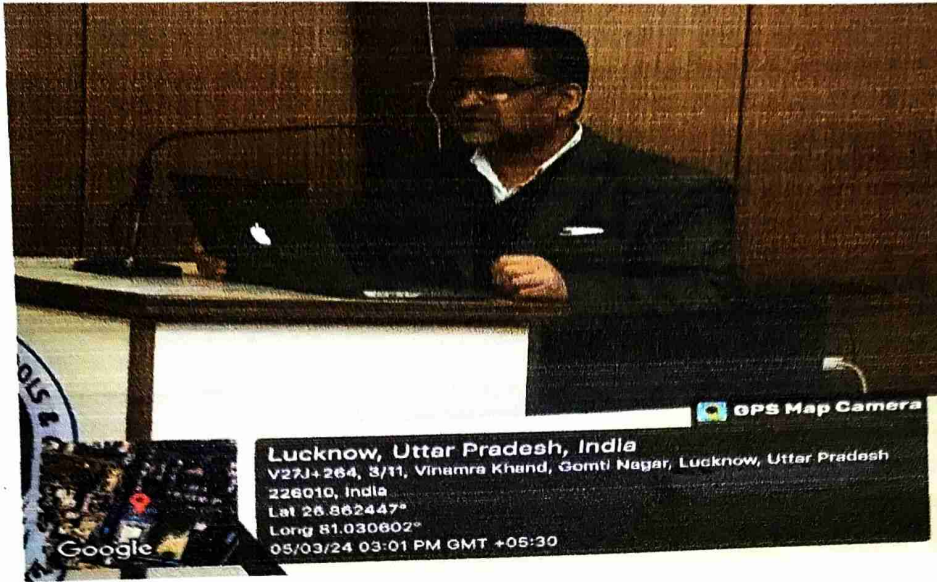
climate benefits. When it comes to building water-secure cities, we need to focus on innovative solutions and diversify the portfolio of water resources available in a creative, cooperative, and collaborative way."

Dr. Sameer Kumar has presented her paper on **The Direction of India's Export** he said that Analysis of the direction of trade reflects on the regional direction of the country's foreign trade from where trade is originated. It would be quite important to analyze the direction of India's foreign trade and the transformation that has taken place in detail. In the pre-independence period, the direction of India's foreign trade was determined by the colonial spirit prevailing between India and Britain. Accordingly, India's trade was mostly connected with Britain or its colonies or allies. After independence, this trend continued for some years. As in 1950-51, U.K. and U.S.A. contributed about 42 percent of India's total export earning and about 39 percent of India's import requirement was met by these two countries. At that time India had a very little trade connection with other capitalist countries like Germany. Italy, France etc., and had no trade relations with socialist countries like the U.S.S.R., Poland, Czechoslovakia etc. with the passage of time, as political and diplomatic relations were gradually established with various countries.

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Dr. Imranur Rehman has presented her paper on **Access of Bitcoin and Blockchain Technology in Developing Countries** There is a lot of hope that blockchain technology may be used to standardize money transactions and increase access to banking. It is believed that regulators and industry professionals have looked into the possibility of using blockchain technology to modernize and even replace the infrastructure that currently supports international payments and remittances, such as correspondent banking, in order to ensure that transactions can be verified and recorded using blockchain technology in a distributed ledger. The purpose of this study was to analyze how blockchain technology has helped to include previously underserved populations in the mainstream financial system, and to remark on the best practices and lessons learned from sustainable development.
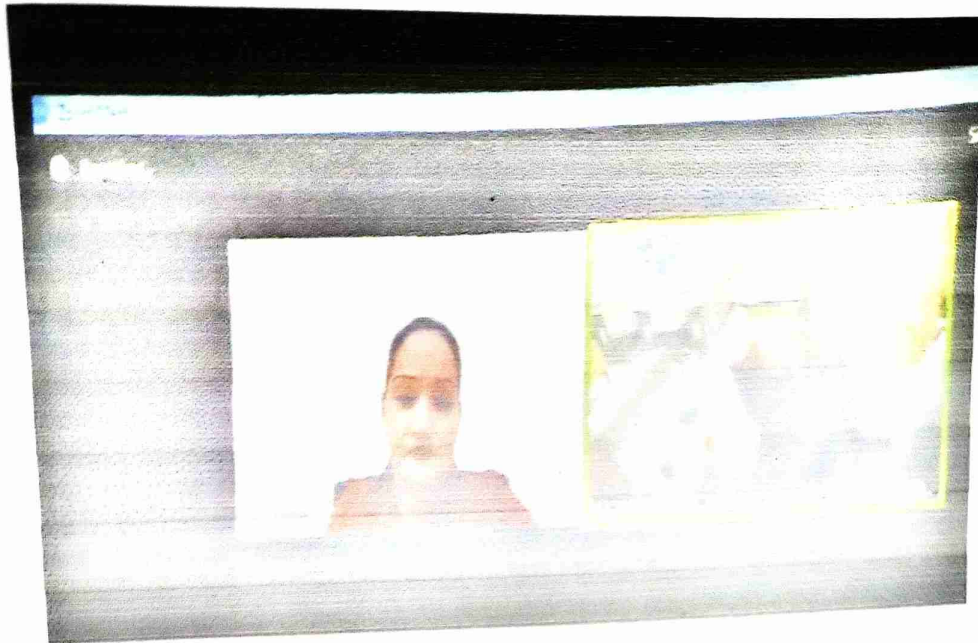
DAY 3 (6th March 2024)

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Ms. Gaurvi Shukla has presented her paper on **The Impact of Artificial Intelligence on various Industries** she said that Artificial intelligence (AI) has become a transformative force in today's rapidly evolving world. Its influence extends across numerous industries, revolutionizing the way we live, work, and interact. From healthcare and finance to education and entertainment, AI is reshaping traditional practices and opening up exciting new possibilities. In this blog, we will explore the impact of AI on various industries, focusing on how it affects students and their perspectives has brought significant advancements to the field of education. Intelligent tutoring systems and adaptive learning platforms use AI algorithms to personalize the learning experience, tailoring educational content to the needs and abilities of individual students. AI-powered chatbots provide instant assistance, answering student queries and enhancing the accessibility of educational resources. Additionally, AI-based assessment tools streamline grading processes, offering faster and more objective evaluations.
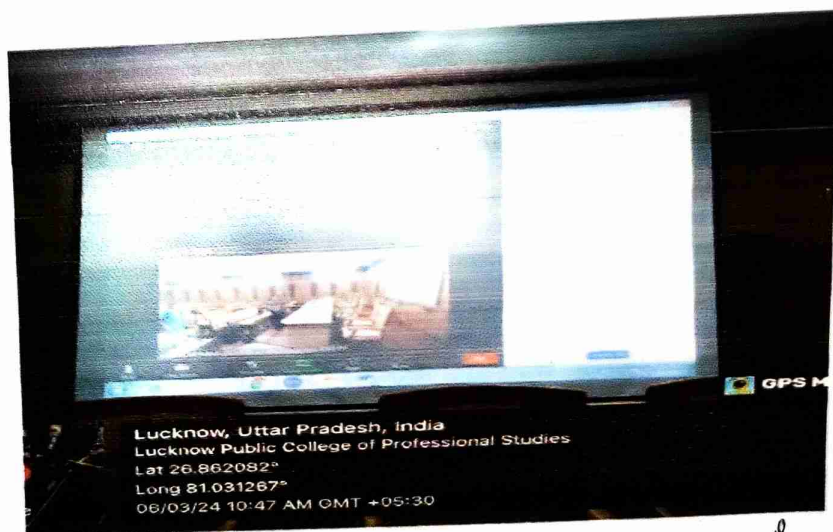

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Mr. Neeraj Kumar Singh has presented his paper on **"Safeguarding Intellectual Property in the Digital Age: Challenges & Strategies"** " He said that Intellectual property refers to the ownership of intangible goods. This includes ideas, designs, symbols, writings and creations. It also refers to digital media such as audio and video clips that can be downloaded online. Since intellectual property is intangible, if it is stolen, it may be difficult to recover. Say for example, a person comes up with a great idea for a new invention. Copyright originated in an age where the expression of the intellectual product in physical form, such as a book. Today the situation is changing, in this information age where digital information can be easily copied at minimal cost this natural physical limitation to unauthorized copying is removed. It is therefore time to reconsider the principle of the copyright model. The purpose of copyright law is to balance the rights of copyright holders and users. Existing copyright law is applicable in the digital age also. Libraries pay for information to be delivered it to their communities.

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Dr. Suchi Dubey has presented her paper on "**The Essential Skillset for Generation Z for Fostering Innovation**" she said that Gen Z values work-life balance and is increasingly prioritizing it when choosing their careers and employers. They seek a healthy equilibrium between their professional and personal lives, a goal that may be partly driven by witnessing the stress and burnout experienced by previous generations. Employers looking to attract Gen Z talent should demonstrate their commitment to supporting a balanced lifestyle through policies, benefits, and company culture.Generation Z workers appreciate flexibility in their careers, especially when it comes to work arrangements and schedules. According to a recent survey conducted by TalentLMS, 81% of Gen Z workers consider the ability to choose their work schedule and location to be critical, with the majority preferring a hybrid work model that combines remote and in-office work
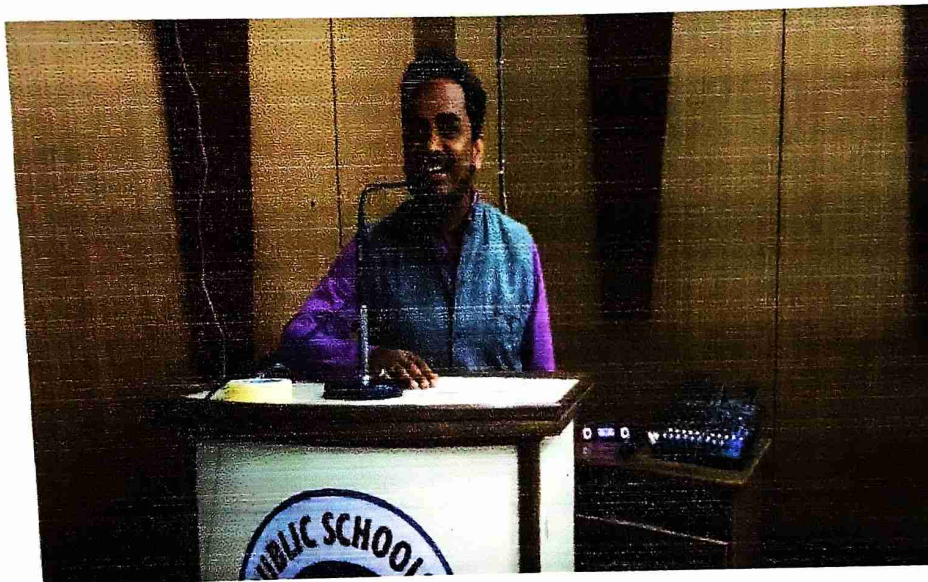

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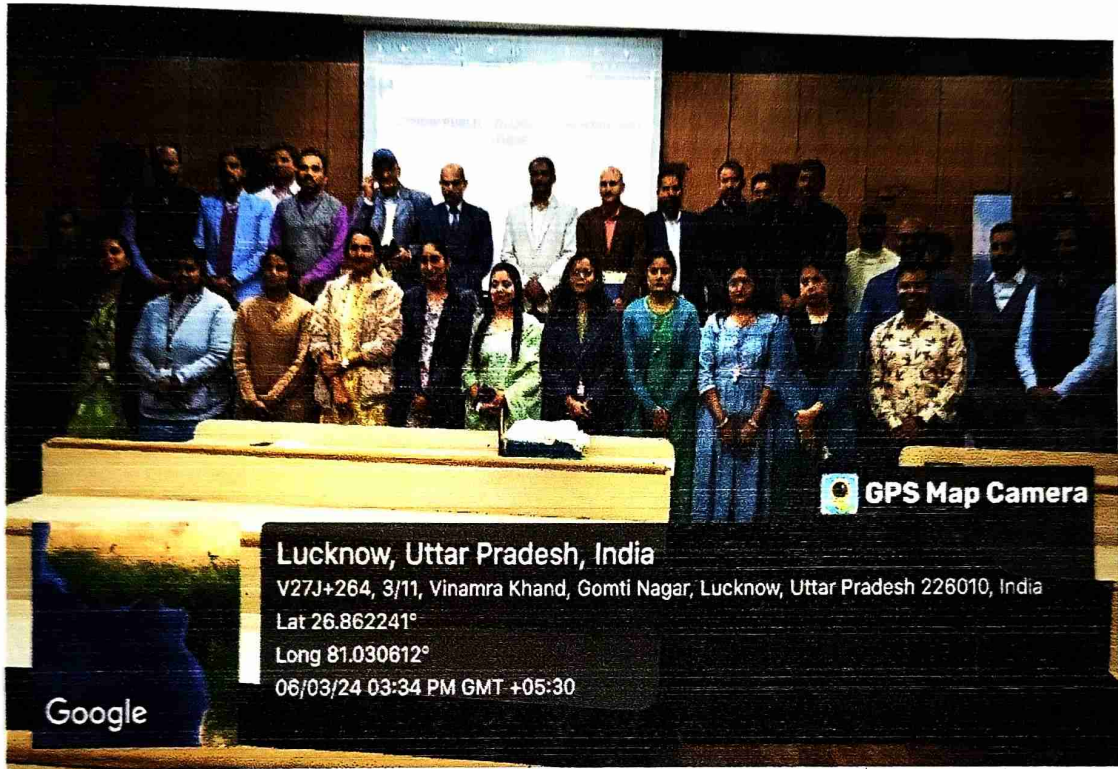Vinamra Khand, Gomtinagar, Lucknow

Suyogita Singh has presented his paper on **Bridging the Block chain Knowledge Gap: Tackling Cybersecurity and Data Privacy Challenges** she said that block chain technology (BCT) is an emerging technology. Cybersecurity challenges in BCT are being explored to add greater value to business processes and reshape business operations. This scoping review paper was aimed at exploring the current literature's scope and categorizing various types of cybersecurity challenges in BCT. Databases such as Elsevier, Research Gate, IEEE, Science Direct, and ABI/INFORM Collection (ProQuest) were searched using a combination of terms, and after rigorous screening, 51 research studies were found relevant. Data coding was performed following a framework proposed for scoping review. After careful analysis, thirty different types of cybersecurity challenges in BCT were categorized into six standardized classes. Our results show that most of the studies disclose cybersecurity challenges in BCT generally without pointing to any specific industry sector, and to a very little extent, few papers reveal cybersecurity challenges in BCT related to specific industry sectors. Also, prior studies barely investigated the strategies to minimize cybersecurity challenges in BCT. Based on gap identification, future research avenues were proposed for scholars.

Dr. Ashish Kaushal has presented his paper on **The Evolution of Business Market Management in the Era of AI & Digital Marketing,** He said that This systematic literature review explores the digital transformation (DT) and cybersecurity implications for achieving business resilience. DT involves transitioning organizational processes to IT solutions, which can result in significant changes across various aspects of an organization. However, emerging technologies such as artificial intelligence, big data and analytics, blockchain, and cloud computing drive digital transformation worldwide while increasing cybersecurity risks for businesses undergoing this process

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Group Photographs

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LUCKNOW PUBLIC COLLEGE OF PROFESSIONAL STUDIES

THREE DAYS INTERNATIONAL CONFERENCE ON INTELLECTUAL PROPERTY AND TECHNOLOGICAL INNOVATIONS

Attendance Sheet

Day 1, 2, 3

Date : 05 March 2024

S.No	Name of Participant	Designation	Institute/University	Employee ID	Signature
1	Ms. Sweety Jain	Asst. Prof.	LPCPS	EMP01081	
2	Mr. Rahul Kumar Singh	Asst. Prof.	LPCPS	EMP01057	
3	Mr. Chetan Khanna	Asst Prof	LPCPS	EMP01011	Chanee
4	Mr Shivendra Singh	Amintat Prof	LPCPS	EMO1009	
5	Saloni Agrawal	Asst Prof	LPCPS	EMP01007	
6	Rashmi Sachan	Ast Prof.	LPCPS	EMP01065	Rashmi
7	Ram Kripa Singh	Act prof	LPCPS	EMP01088	
8	Mohit Kr. Maurya	Asst Prof	LPCPS	EMP01015	Mohit
9	Dr Tanu Gupta	A P	LPCPS	EMP01084	
10	Dr IMRANUR RAHMAN	Ast. Prof.	"	EMP01024	
11	Ms. Aanchal N Verma	A P	"	EMP01046	
12	Dr Nidhi Soni	Asst. Prof.	LPCPS	EMP01086	
13	Ms Manisha Kakkar	As prof	LPCPS	EMP01078	
14	Ms. Akhileshwano Nath	Assist Prof.	LPCPS	EMP01076	
15	Dr Samm kn	Asst Prm	LPCPS	EMP01078	
16	H. M. Saxena	A Prof	LPCPS	EMP01038	
17	Dr. Karuna Shankar	Asso. Prof.	LPCPS	EMP01020	
18	Ms Gauri Shukla	Assist Prof	LPCPS	EMP01059	
19	Mr. Neeraj Singh	Asst. Prof	LPCPS	EMP01003	
20	Ms. Aanchal Raven	Asst. Prof	LPCPS	EMP01008	
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LUCKNOW PUBLIC COLLEGE OF PROFESSIONAL STUDIES

THREE DAYS INTERNATIONAL CONFERENCE ON INTELLECTUAL PROPERTY AND TECHNOLOGICAL INNOVATIONS

Attendance Sheet

Day 1, 2, 3

Date : 06 March 2024

S.No	Name of Participant	Designation	Institute/University	Employee ID	Signature
1	Dr. Ashok Kaushal	Asso. Prof.	LPCPS	EMPO1002	
2	Mr. Chetan Khanna	Assist. Prof	LPCPS	EMPO1011	CKhanna
3	Ms. Rashmi Sachan	Asst. Prof.	LPCPS	EMPO1065	Rashmi
4	Er. Shivam Pratap Singh Chauhan	T.N.C.	LPCPS	EMPO10090	
5	Mr. Aditya Vik	TNP (Asstn)	APLPS	EMPO1071	
6	Dr. Tanu Gupta	A.P	LPCPS	EMOP1084	
7	Mr Mohit kr Maurya	Assistant Proffch	LPCPS	BMOP1085	Mohit
8	Ms. Gauvri Shukla	Assitant Prof.	LPCPS	EMPO1059	
9	Dr H.M. Saxena	A. Proffess	LPCPS	EMPO1038	
10	Dr. Sameer Kem	Asst Prof	LPCPS	EMPO1048	
11	Mohini Gupta	Asst. Prof	LPCPS	EMPO1036	
12	Aanchal Praveen	"	"	EMPO1008	
13	Aanchal N. Verma	"	LPCPS	EMPO1046	
14	Dr. Daya Shankar	"	"	EMPO1016	
15	Santosh Srivastava	"	"	Emp01014	San
16	Shivendra Pratap Singh	"	"	Emp01009	
17	Dr. Imranur Rahman	"	"	01024	
18	Dr Mayankh	Asstint. Pf	"	Emp0100Y	
19	Neeraj Kumar Singh	Asst. Prof.	"	EMPO1003	
20	Dr. Nidhi Soni	A.P.	"	EMPO1086	Nidhi
21	Ms. Sweety Sinha	Asst. Prof	LPCPS	EMPO1056	Sweety Sinha
22	Mr. Akhileshwara Nath	Assit Prof.	LPCPS	EMPO1076	
23	Mr. Restabh Dev.	Asst. Prof.	LPCPS.	EMPD1079	
24	Ms Manisha Kakku	Asst Prof	LPCPS	EMPO1078	
25	Dr. Karuna Shankar	Asso. Prof.	LPCPS	EMPO1020	
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